

Media Relations Manager

- Job Title:** ➤ Media relations manager
- Department:** ➤ Communications
- Contract:** ➤ Permanent, full-time
- Salary:** ➤ £45,240 + generous benefits and £2,500 on call allowance
- Reporting to:** ➤ Head of media
- Direct Reports:** ➤ Media officer
- Location:** ➤ Victoria, London (hybrid working with one to three days in the office each week)
- Website** ➤ www.nhsproviders.org

About NHS Providers

NHS Providers is the membership organisation for the NHS hospital, mental health, community and ambulance services that treat patients and service users in the NHS. We help those NHS foundation trusts and trusts to deliver high-quality, patient-focused care by enabling them to learn from each other, acting as their public voice and helping shape the system in which they operate.

NHS Providers has all trusts in England in voluntary membership, collectively accounting for £124bn of annual expenditure and employing 1.5 million people.

We are highly regarded for our effectiveness and impact. We are the 'go to' organisation for comment and debate on the issues facing public providers of NHS services, and we believe that the work we do makes a real difference to our members, their staff, and patients.

We are a busy, high performing team of around 100 staff, based in central London, although we are flexible and work in a hybrid format, with both office and homeworking.

Our values are at the centre of who we are, what we do, and how we behave:



The role

This is a fantastic opportunity for a talented individual who is looking to further their media and communications experience and expertise in a high-profile national organisation to inform, shape and mould the news agenda.

It offers an almost unparalleled opportunity to be working, every single day, with national, regional and specialist trade media – online, in print, and on TV/radio.

The role of media relations manager is an established managerial position responsible for helping us continue to deliver high-quality media and communications outputs for the organisation.

Reporting to the head of media and line managing a media officer, you will take a lead in handling media relations activities, as well as helping with the effective running of our extremely busy press office, helping to deliver great engagement and better awareness of key corporate messages.

The role is busy and varied and you will input to work across the team's remit including media relations, publishing, marketing, branding, member communications and events.

Job purpose

Media and communications are at the heart of NHS Providers' function and purpose. This means you will be joining a team which is plugged into every facet of what the organisation is doing.

This is a significant opportunity for a talented individual to further their career at an organisation that has a strong profile within and beyond the health and care sector. The appointed individual will gain invaluable experience across all aspects of media activity.

Nature and scope

The public profile and influence of NHS Providers has grown significantly over the last few years and our high-performing media team has played a key role in this. As we take forward this work, we are looking to recruit a new media officer to support the organisation's wide media outputs and raise awareness of the key opportunities and challenges facing our members.

Main duties

In this role you will work closely with colleagues across the directorate and the organisation. Your key accountabilities and responsibilities will include:

- Working with the head of media to develop and deliver media relations strategies that promote our major projects – including our annual conference – programmes, events and research activities.
- Supporting the head of media and director of communications to provide strategic media expertise and counsel to the senior management team and all other internal teams at NHS Providers.
- Supporting the head of media and director of communications to build and develop a strong bank of media spokespeople across the organisation, working to implement a programme of training and support for our staff.
- Line managing and supporting a media officer.
- Continuing to build on NHS Providers' strong relationships with leading health journalists as well as national print and broadcast and trade media outlets.
- Playing a key role in helping position NHS Providers as the 'go to' organisation for commentary on provider and wider healthcare issues in key national and trade media, across broadcast, print and online channels.
- Drafting as well as overseeing our op-ed and blog writing programme and ensuring we regularly place articles by our spokespeople in key media outlets.
- Managing our press office, ensuring we respond effectively to media enquiries and that we have robust systems and processes – including our subscriptions budget and relationship with key suppliers.
- Generating ideas to engage the media through social and digital media.

- Building effective working relationships with press office and media functions across a range of stakeholder organisations operating in the health and care sector.
- Supporting the media and communications officer with media monitoring and evaluation and overseeing the collection and presentation a range of performance indicators and qualitative feedback.
- Working with colleagues in the communications and marketing team in managing and developing our wider integrated communications strategies that promote our work ensuring that we are regularly engaging with our target audiences (via X and LinkedIn in particular).

EXPERIENCE AND UNDERSTANDING

PERSON SPECIFICATION

Attributes	Essential criteria	Desirable criteria
Experience	<ul style="list-style-type: none"> ✓ Experience of working in and running a busy press office, ideally in a national-level organisation. ✓ Ability to act on initiative, work under pressure and exercise judgement. ✓ Demonstrable ability for assisting in the delivery of media plans. ✓ Line management experience or interest in line management. 	<ul style="list-style-type: none"> ✓ Experience of developing broader communications strategies that encompass media relations, social media, digital and other key communications disciplines. ✓ A background of media work in a health policy environment is strongly desirable.

<p>Knowledge</p>	<ul style="list-style-type: none"> ✓ Interest in health and public policy, current affairs and politics. ✓ Good knowledge of the UK national, broadcast, online and – preferably – health trade media. ✓ Understanding of branding and style principles and the ability to maintain brand consistency across all communications channels. ✓ Understanding of data privacy regulations (GDPR). ✓ IT literacy – knowledge of Word, Excel and PowerPoint. 	<ul style="list-style-type: none"> ✓ Experience/knowledge of the health sector. ✓ Knowledge of email distribution systems (DotDigital, MailChimp) and experience of working with Content Management Systems and Vuelio or similar evaluation platforms would be advantageous.
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Skills	<ul style="list-style-type: none"> ✓ Outstanding writing skills and news sense, with the ability to absorb, analyse and impart information across a range of formats and channels. ✓ Good personal presentation and verbal communication skills. ✓ Attention to detail with good organisational skills. ✓ Ability to work under pressure, to tight deadlines, and to prioritise workload. ✓ Good networking skills with journalists. ✓ Ability to lead and work collaboratively as part of a broader team, recognising the importance of integrated communications. 	
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Job descriptions cannot be exhaustive and so the post-holder may be required to undertake other duties which are broadly in line with the above key responsibilities.

NHS Providers is committed to equality of opportunity and of eliminating discrimination. All employees are expected to adhere to the principles set out in its Equal Opportunities Policy and all other relevant guidance/practice frameworks.

Equality and diversity

We're working hard to ensure that we are diverse and inclusive in all we do. This runs from how we gather, author and share the thought leadership that the organisation puts out to how we engage with our members and the wider public. It includes how we recruit staff and procure partners and services, through to how we give people opportunities to develop, grow and advance their careers.

We are committed to the development of positive policies to promote equal opportunities in employment, regardless of age, disability, gender reassignment, race, religion or belief, sex, sexual

orientation, marriage and civil partnership, pregnancy, and maternity. This commitment will apply to recruitment and selection practices, learning, and development and internal promotions.

Place of work and hours

NHS Providers' office is located in Victoria, London. We are working in a hybrid format, where staff work between one and three days a week in the office. Staff can apply to work permanently at home, and this will be considered on a case-by-case basis, taking into account individual circumstances, the nature of the role and operational needs.

NHS Providers is supportive of flexible working and will give reasonable consideration to requests for reduced hours/part time working, compressed hours, staggered hours (early start/late finish etc), annualised hours, and job sharing.

Staff benefits and groups

We offer a wide range of benefits:

- 25 days' holiday plus two days off at Christmas.
- Personal development training and memberships to professional bodies.
- Study leave, help another leave day, service-related leave and the potential to purchase up to five days extra off per year.
- Enhanced maternity and paternity leave pay.
- Season ticket loan for travel.
- Access to life insurance and dental plan.
- Enhanced pension scheme.
- Flu jabs.
- Eye test.
- Cycle to work scheme.
- Health and wellbeing initiatives.
- Access to the employee assistance programme, a confidential counselling service.

For more information, please contact HR by emailing lydia.kirton@nhsproviders.org.

We also run a number of staff groups to provide support and a safe space to discuss issues that matter to staff:

- The Race Equality and Cultural Inclusion group.
- Mental health and wellbeing group.

- LGBTQ+ group.

How to apply

Please send a CV and covering letter setting out why you are interested in the role and how you meet the person specification to recruitment@nhsproviders.org by **12 noon, on Thursday 25 July 2024**.

Interviews will take place in the **week commencing 05 August 2024**.

For an informal conversation about the role, please contact the HR inbox on HR@nhsproviders.org and we will redirect your query to a member of the team.